The background of the slide is a photograph of the Milpitas City Council building at night. The building is a modern, curved structure with large glass windows and balconies. In the foreground, there is a fountain with several water jets spraying upwards. The scene is illuminated by the building's lights and the fountain's lights, creating a warm, golden glow.

# **Milpitas City Council**

## **Item #7: 2021 Citywide Community Engagement Survey Results**

February 16, 2021

### **City of Milpitas**






*455 E. Calaveras Blvd., Milpitas, CA 95035*  
*[www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov) • (408)-586-3000*

# Background

- The City has been conducting an annual community survey to understand community perceptions, satisfaction levels and priorities related to services and Council Priority Areas.
- Contracted with Fairbank, Maslin, Mauling, Metz & Associates (FM3) in January 2021.
- The survey is just one of the many tools being used to facilitate preparation of the Fiscal Year 2021-22 annual city budget.
- Council will be provided with a collective representation of information for consideration as priorities and goals are identified, and to effectively prepare the budget for Council's feedback over the next several months.



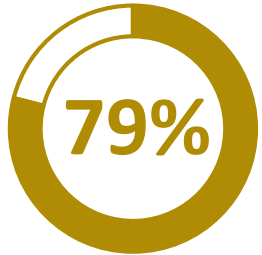
# Survey Specifications

Sample Universe	Adult Residents in the City of Milpitas		
Total Interviews	795		
Dates	January 5-January 20, 2021		
Contact Method	 Telephone Calls	 Email Invitations	 Postcards
Data Collection Mode	 Telephone Calls	 Online Survey	
Language	English, Spanish, Vietnamese and Chinese		
Margin of Sampling Error	+/-4.0% at the 95% confidence level		

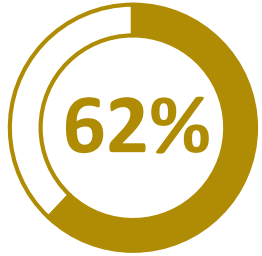
# Key Numbers



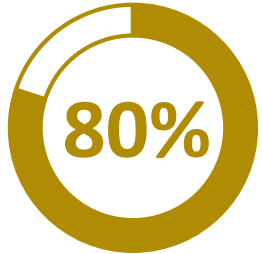
Feel things in the city are headed in the right direction



Are satisfied with the overall quality of life in Milpitas



Approve of City government overall



Are “proud to live in Milpitas”



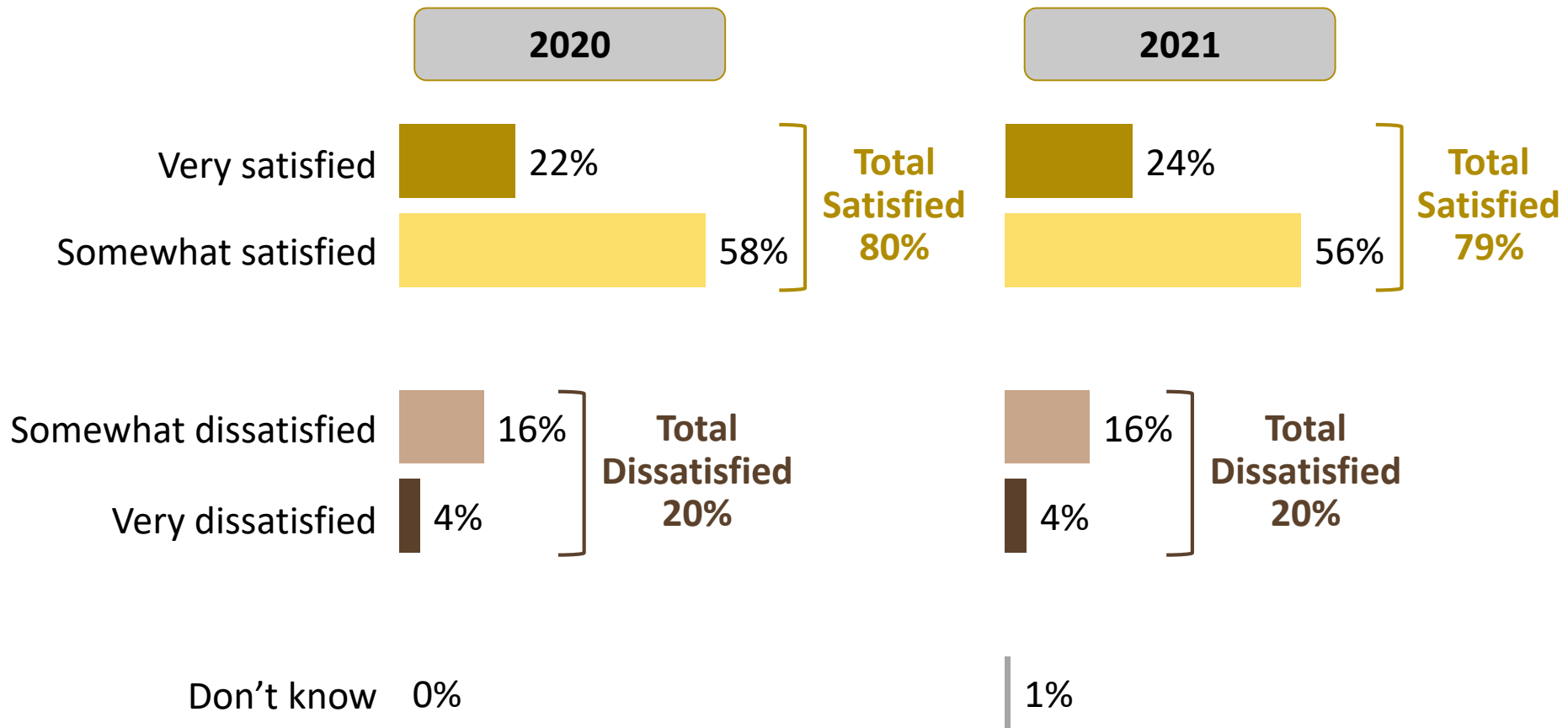


# Overall Impressions of Life in Milpitas



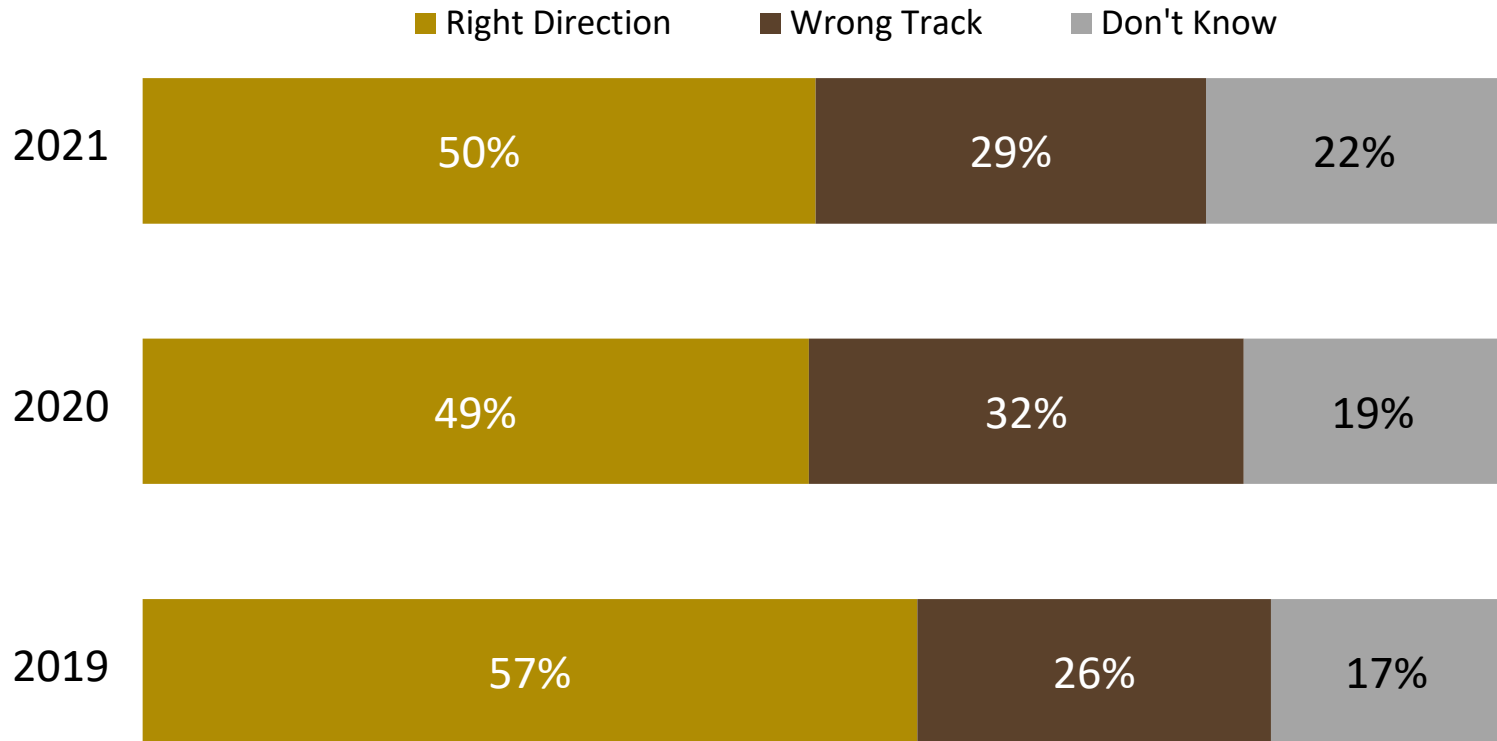
# Consistent with last year, four in five Milpitas residents are satisfied with the overall quality of life.

*Please tell me how satisfied you are with the overall quality of life in Milpitas: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.*



# Half believe Milpitas is headed in the right direction – down 7 points since 2019, but similar to 2020.

*Would you say that things in Milpitas are generally headed in the right direction, or do you feel that things are pretty seriously off on the wrong track?*

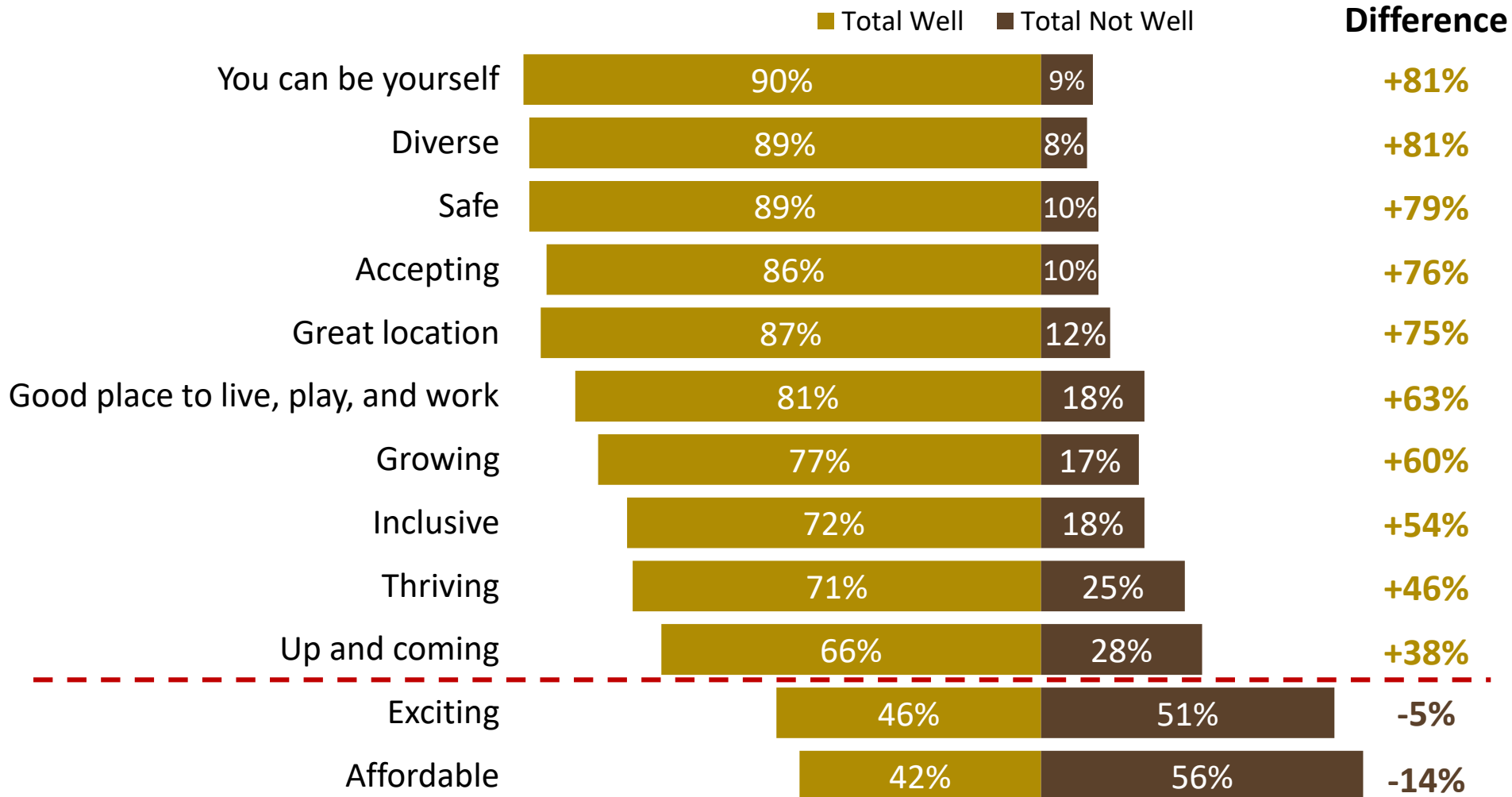


# Right Direction/Wrong Track Comparisons

City	Date	Population	% Right Direction	% Wrong Track
<b>Milpitas</b>	<b>Jan. 2021</b>	<b>Residents</b>	<b>50%</b>	<b>29%</b>
Cotati	Nov. 2020	Residents	64%	10%
Oakland	Oct. 2020	Voters	28%	51%
Half Moon Bay	July 2020	Voters	55%	26%
Daly City	July 2020	Voters	55%	17%
Vallejo	July 2020	Voters	14%	42%
San Jose	June 2020	Voters	41%	29%
Piedmont	May-June 2020	Voters	72%	10%
Suisun City	May 2020	Voters	56%	19%
Alameda	Jan. 2020	Voters	42%	21%
San Francisco	Jan. 2020	Voters	31%	54%

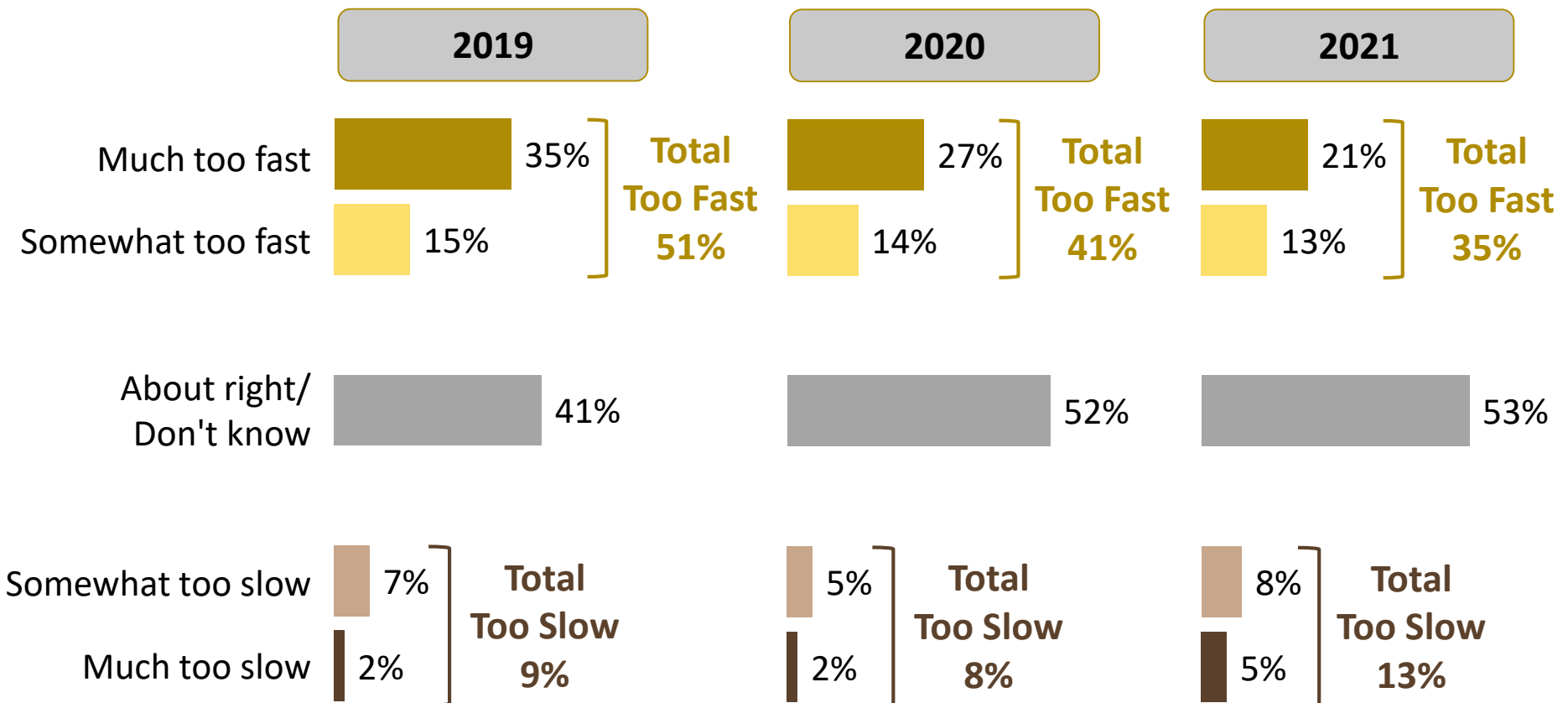


# Residents broadly agree that Milpitas is diverse, safe, accepting and inclusive.



# The share who believes Milpitas is “growing too fast” has declined since 2019.

*Do you think the rate of growth and development in general in Milpitas is  
(Half Sample: too fast, about right, or too slow)  
(Half Sample: too slow, about right, or too fast)?*



# Residents overwhelmingly agree that Milpitas' diversity is an asset, different cultures are celebrated, and the City is family friendly.

■ Strng. Agree 
 ■ Smwt. Agree 
 ■ Don't Know 
 ■ Smwt. Disagree 
 ■ Strng. Disagree 
 Total Total  
Agree Disagree

Milpitas' diversity is an asset to the City.



**87%** **8%**

^I feel different cultures are celebrated in Milpitas.



**83%** **11%**

Milpitas is a great place to raise a family.



**82%** **14%**

^I am proud to live in Milpitas.



**80%** **17%**

I would recommend Milpitas to others as a place to live.



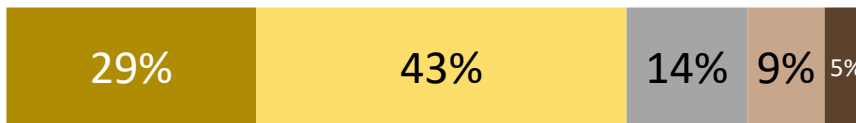
**77%** **20%**

# Majorities also trust the City to plan for the future and manage tax dollars, though with less confidence.

■ Strng. Agree ■ Smwt. Agree ■ Don't Know ■ Smwt. Disagree ■ Strng. Disagree

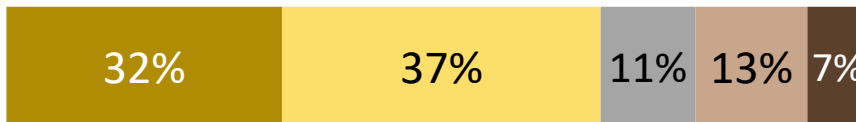
**Total Agree** **Total Disagree**

When people first move to Milpitas, they are generally welcomed into the community.



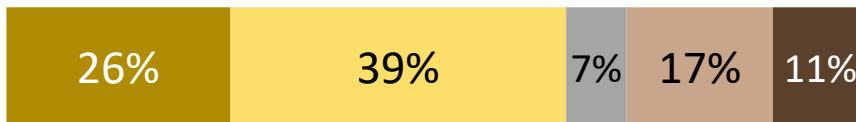
**72%** **14%**

Milpitas is a great place for seniors and aging residents to live.



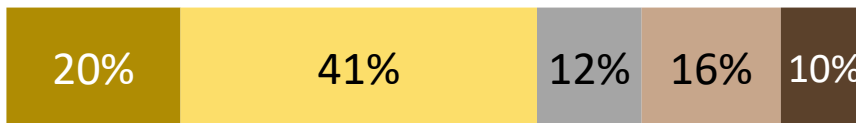
**69%** **20%**

I trust the City to plan for Milpitas' future.



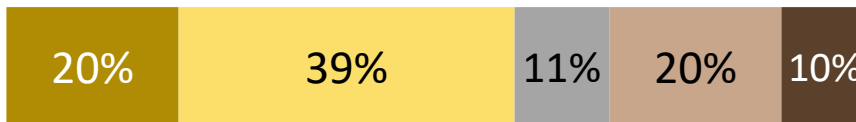
**65%** **28%**

Milpitas City government operates in a way that is open and accountable to the public.



**61%** **27%**

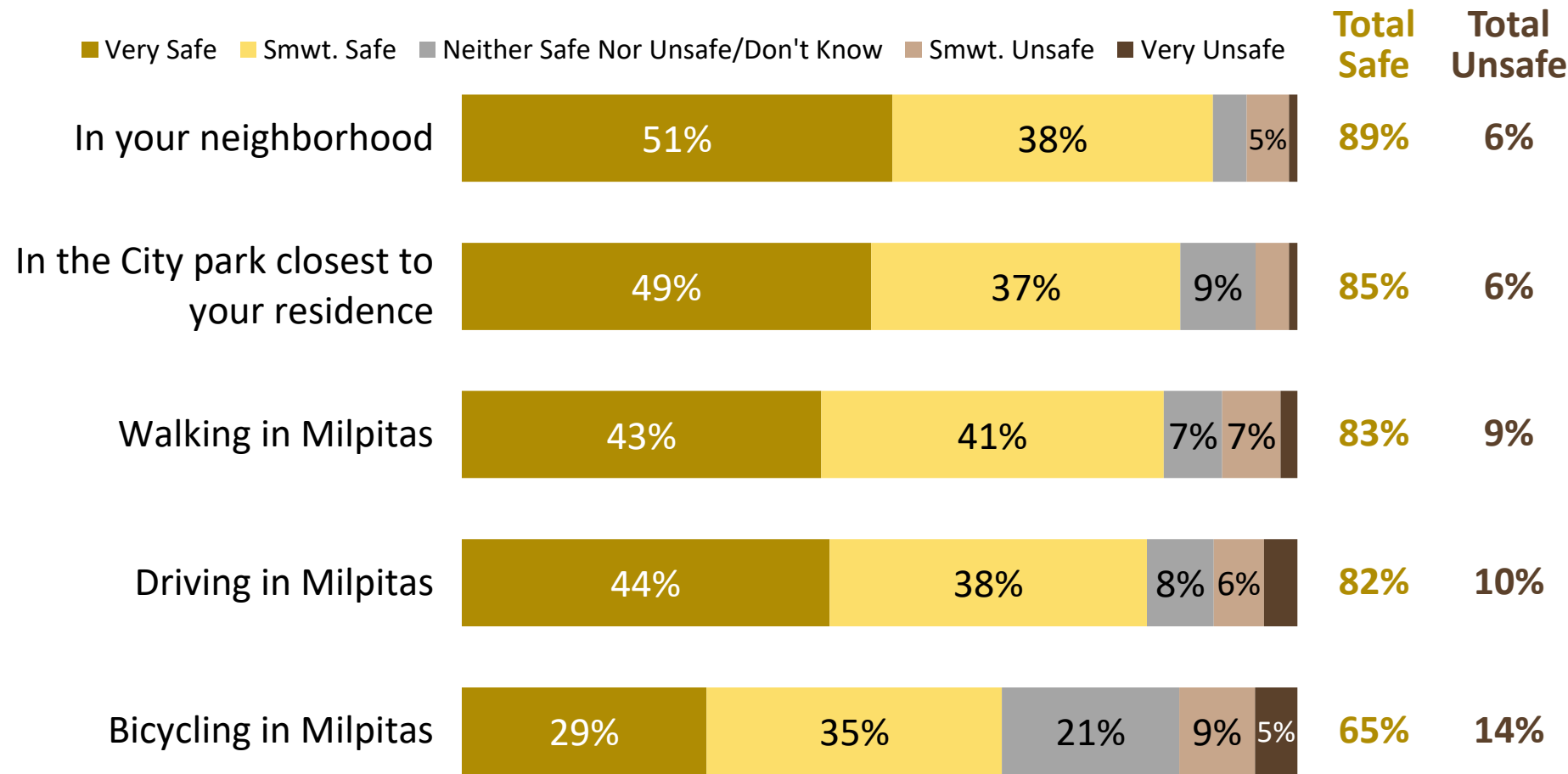
I trust the City of Milpitas to properly manage our tax dollars.



**59%** **30%**

# More than four in five feel safe in their neighborhood and park as well as walking and driving.

Can you tell me how safe you feel \_\_\_\_\_? Do you feel safe, unsafe, or neither safe nor unsafe?





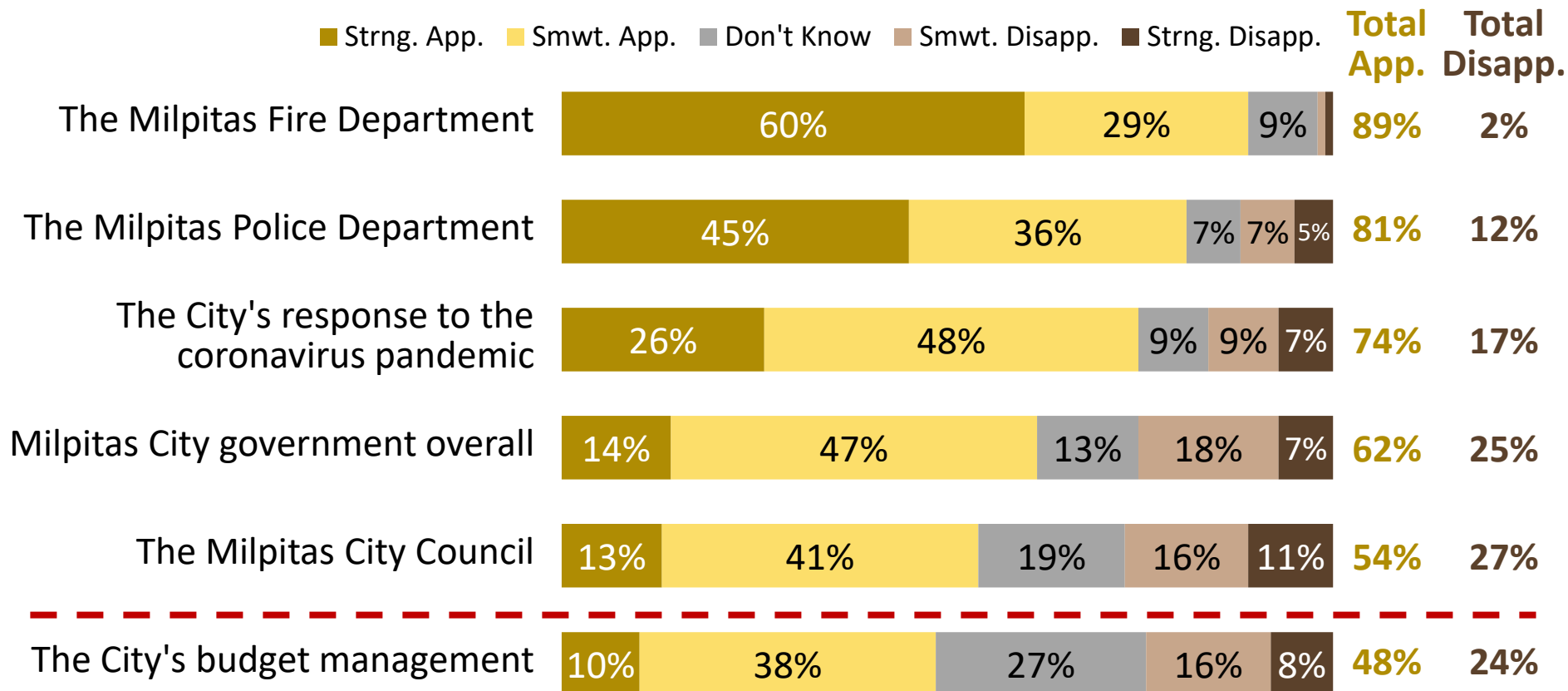


# Overall Impressions of City Government



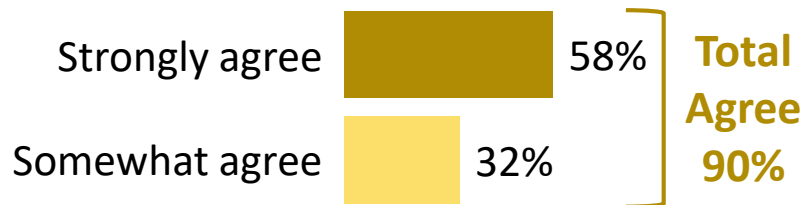
# More than four in five approve of City police and fire; majorities also approve of the City overall and its handling of coronavirus.

Would you say you generally approve or disapprove of the job that \_\_\_\_\_ is doing?

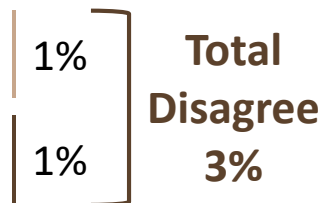
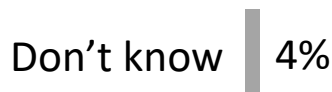
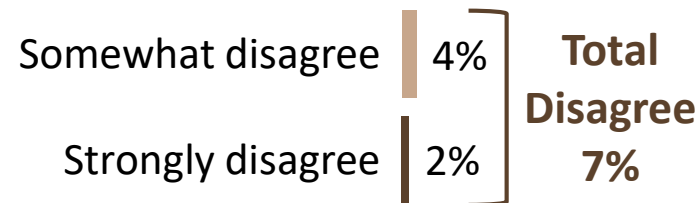
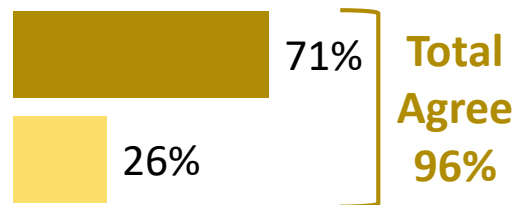


# Voters overwhelmingly agree that public safety and infrastructure should be top priorities.

Maintaining public infrastructure in Milpitas should be a top priority.



Maintaining public safety services in Milpitas should be a top priority.



These results are very consistent with 2020, though the share who “strongly agree” that infrastructure should be a top priority is 5 points lower.



# Importance of and Satisfaction with Services and Programs





# Assessing City Services

- ✓ Respondents were first asked to rate their satisfaction levels with overall city services.
- ✓ Next, they were asked to rate the importance of 22 specific services and programs that the City provides: is it extremely, very, somewhat or not too important to making Milpitas a good place to live?
- ✓ Then they were asked whether they were satisfied or dissatisfied with the same list of services and programs.
- ✓ We also looked at the interaction of importance and satisfaction levels to show areas of strength and areas for improvement.

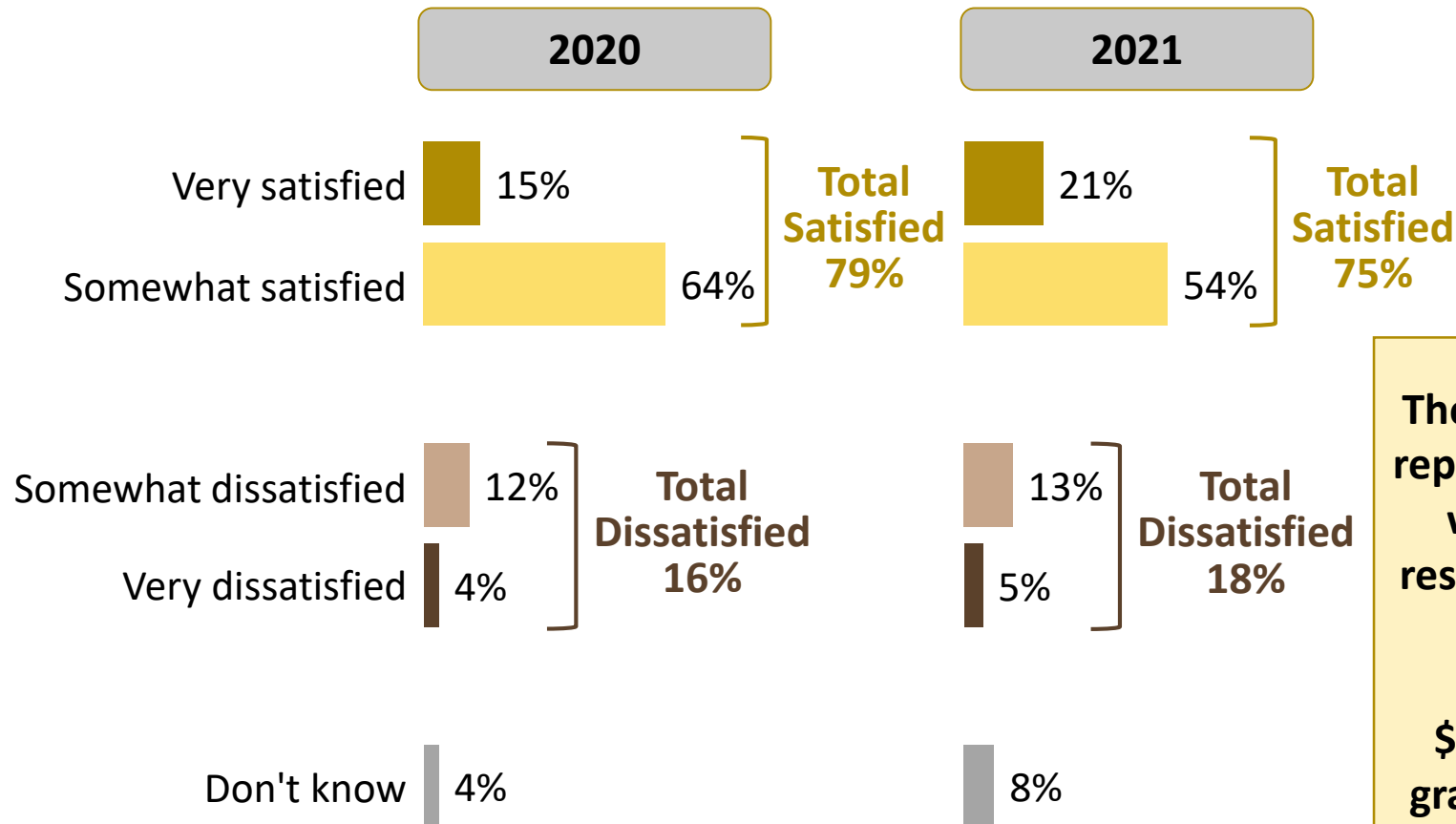




*First, let's look at how  
respondents viewed  
service quality overall ...*

# Three-quarters of residents are satisfied with City services overall.

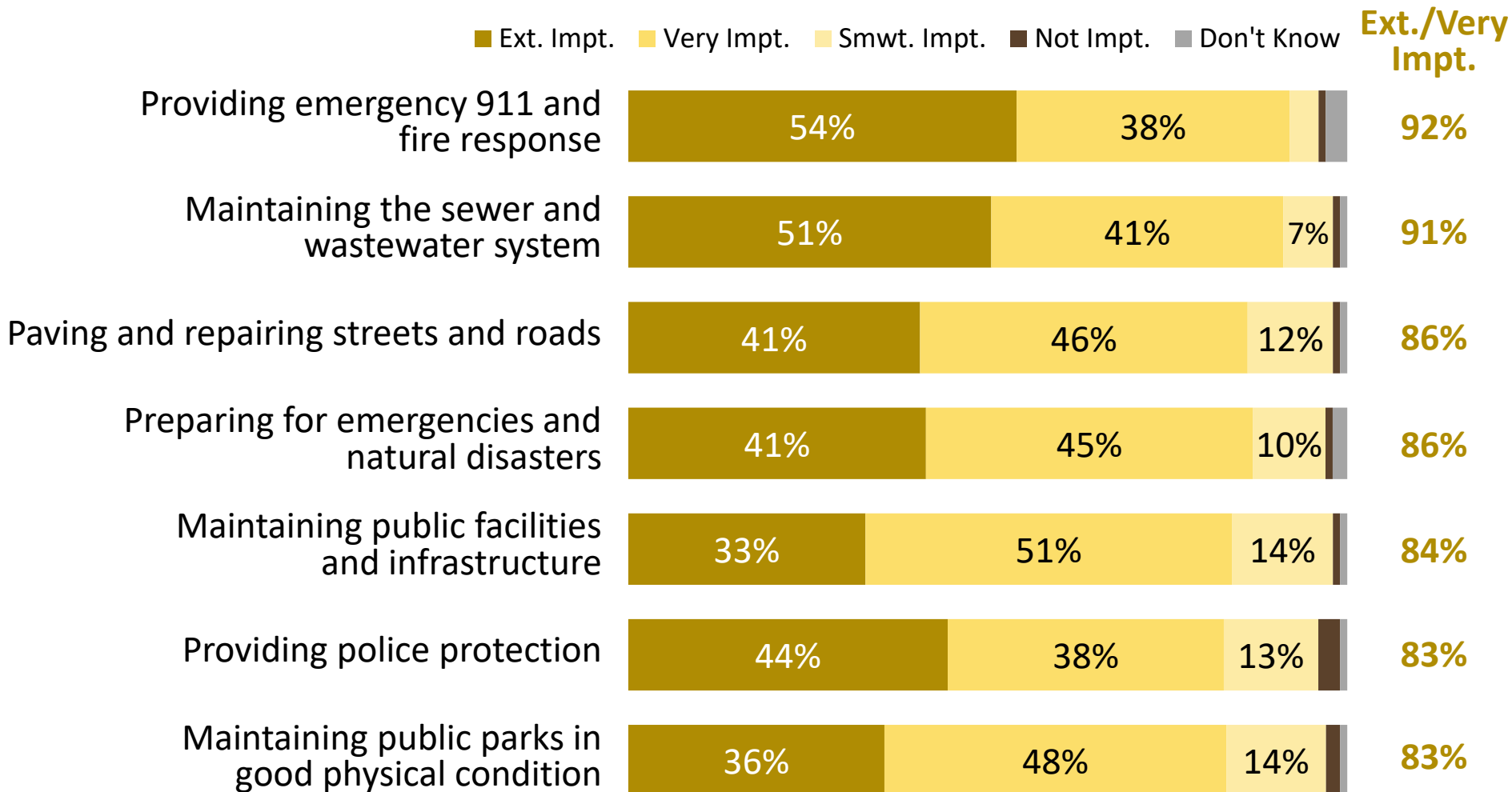
*Please tell me how satisfied you are with the overall quality of City services: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.*



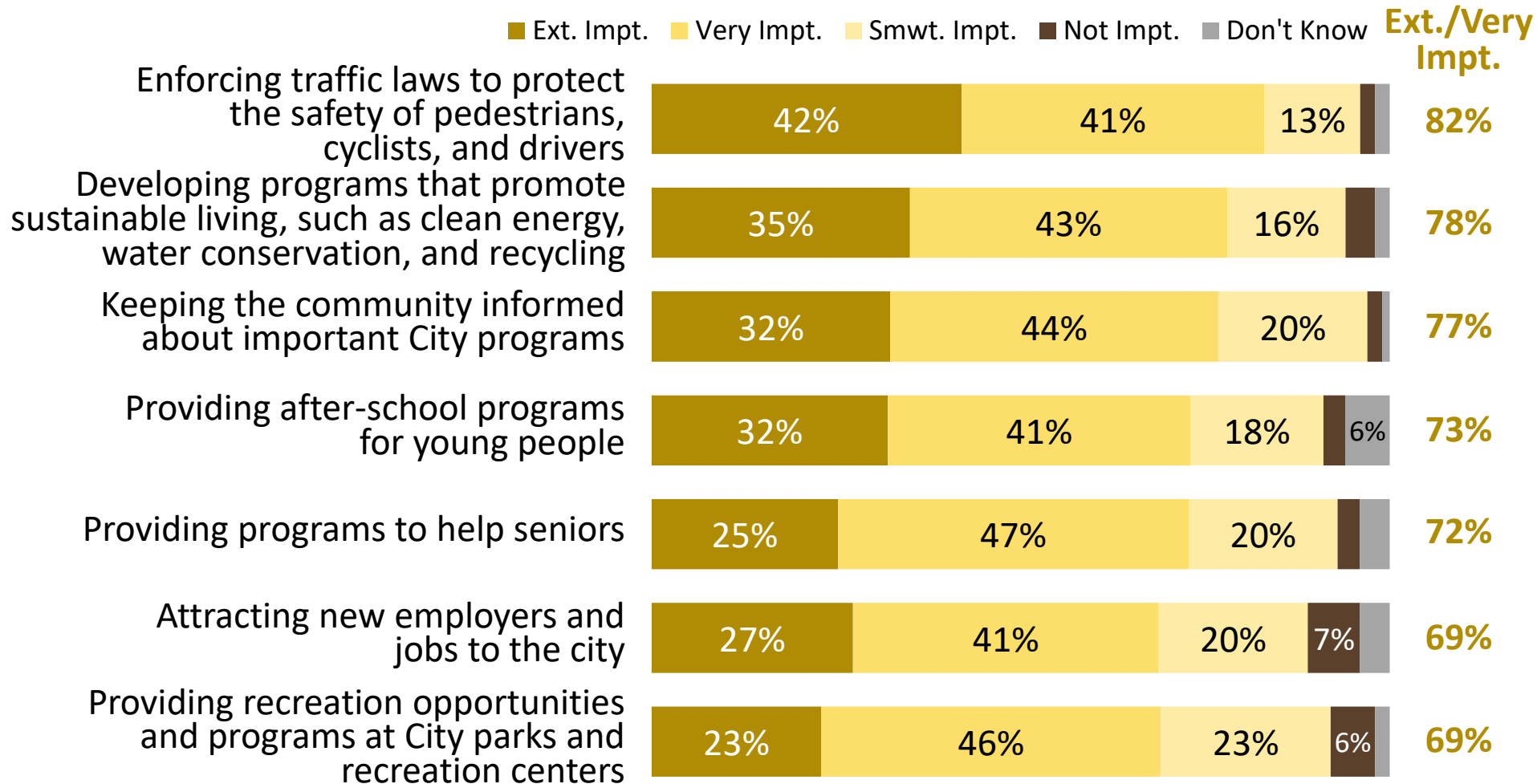
**Those more likely to report dissatisfaction were long-term residents, ages 40 to 59, household incomes \$150-\$180K, and post-graduate educated.**

*Next, let's look at how  
respondents viewed the  
importance of each service ...*

# Residents most value emergency response and sewer/wastewater system maintenance.



# They also value, though less intensely, traffic, sustainability, and senior, youth and recreation programs.

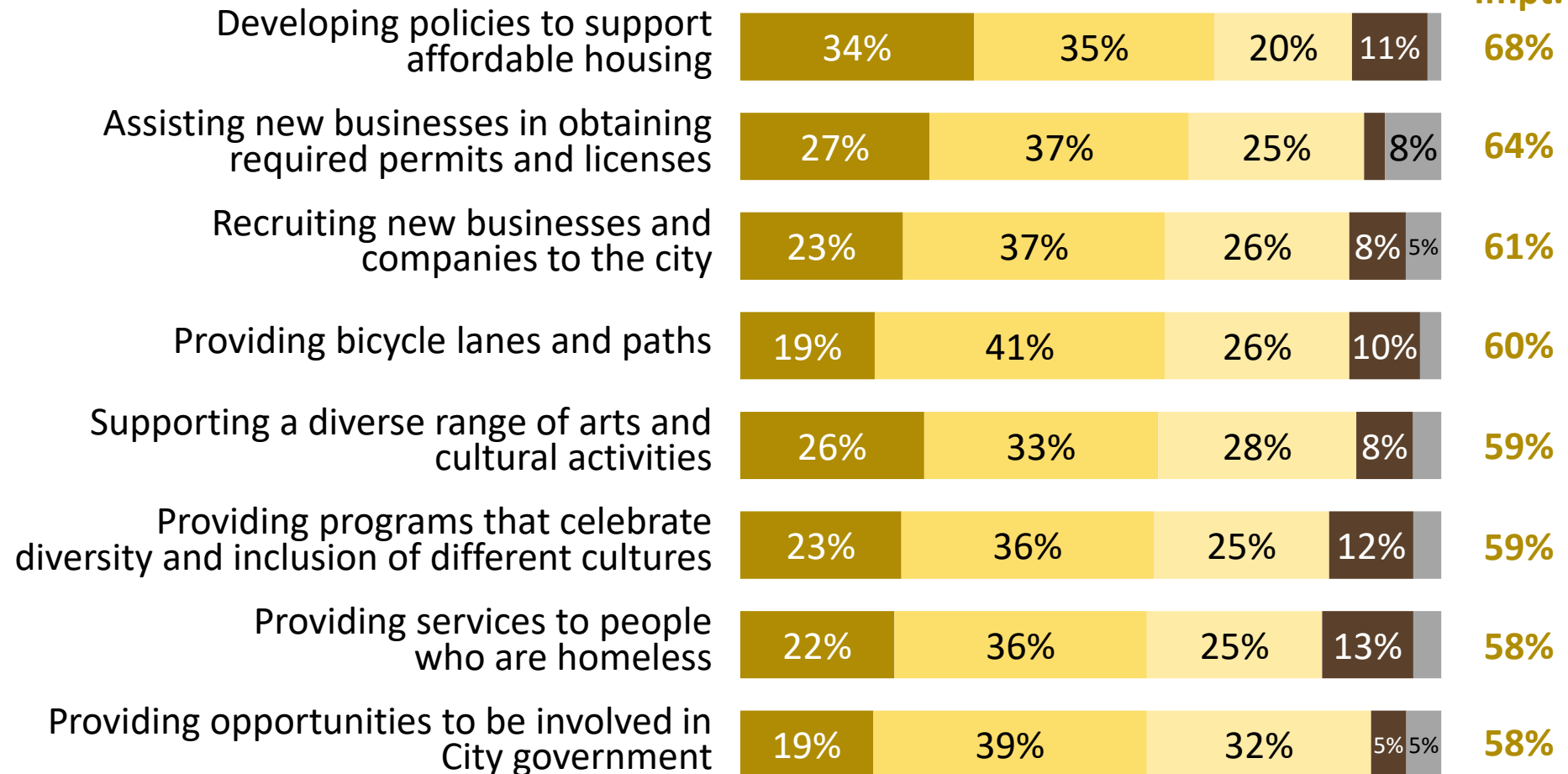




# In fact, more than half rate every service as at least “very important.”

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt. ■ Don't Know

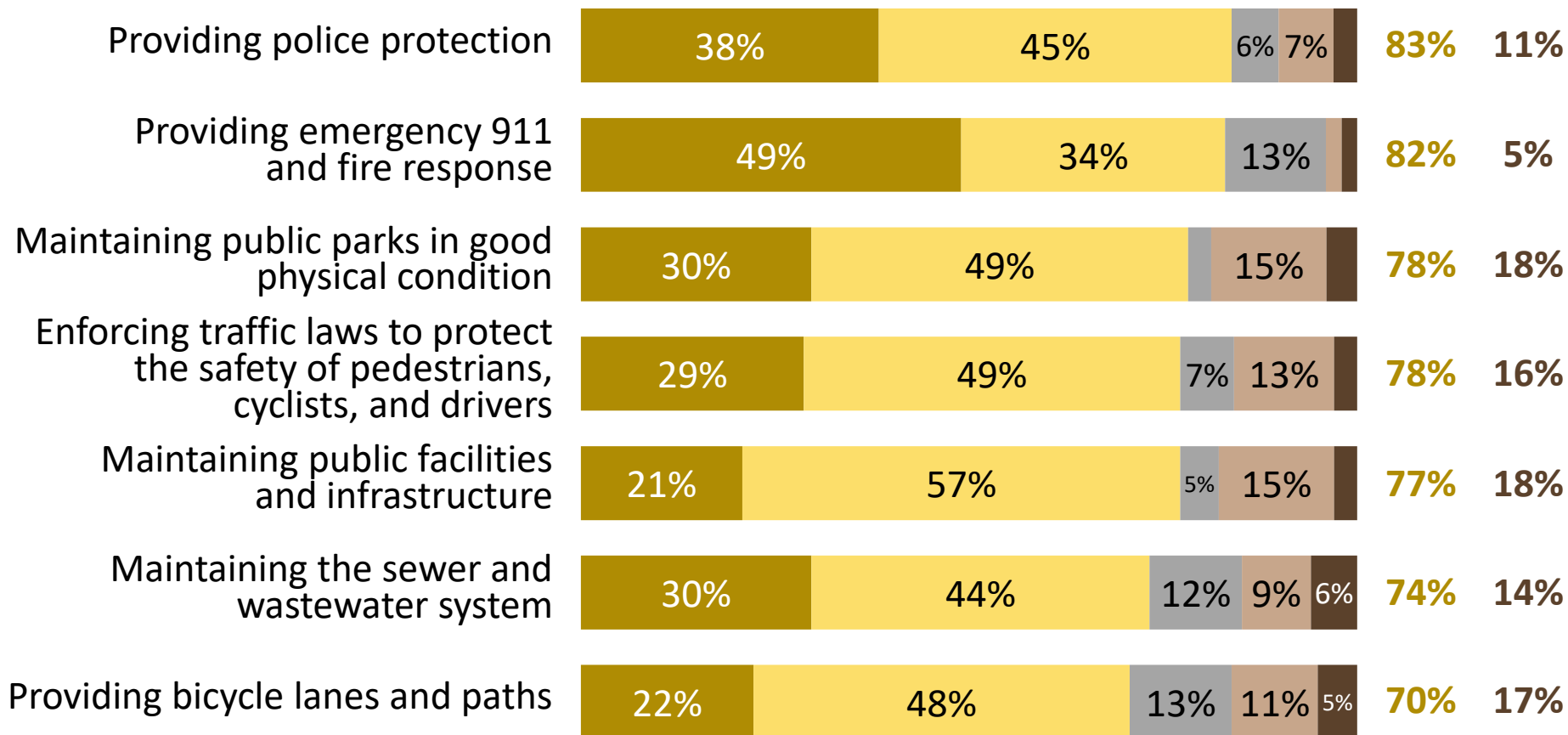
Ext./Very  
Impt.



*Next, let's look at how  
satisfied respondents were  
with each service ...*

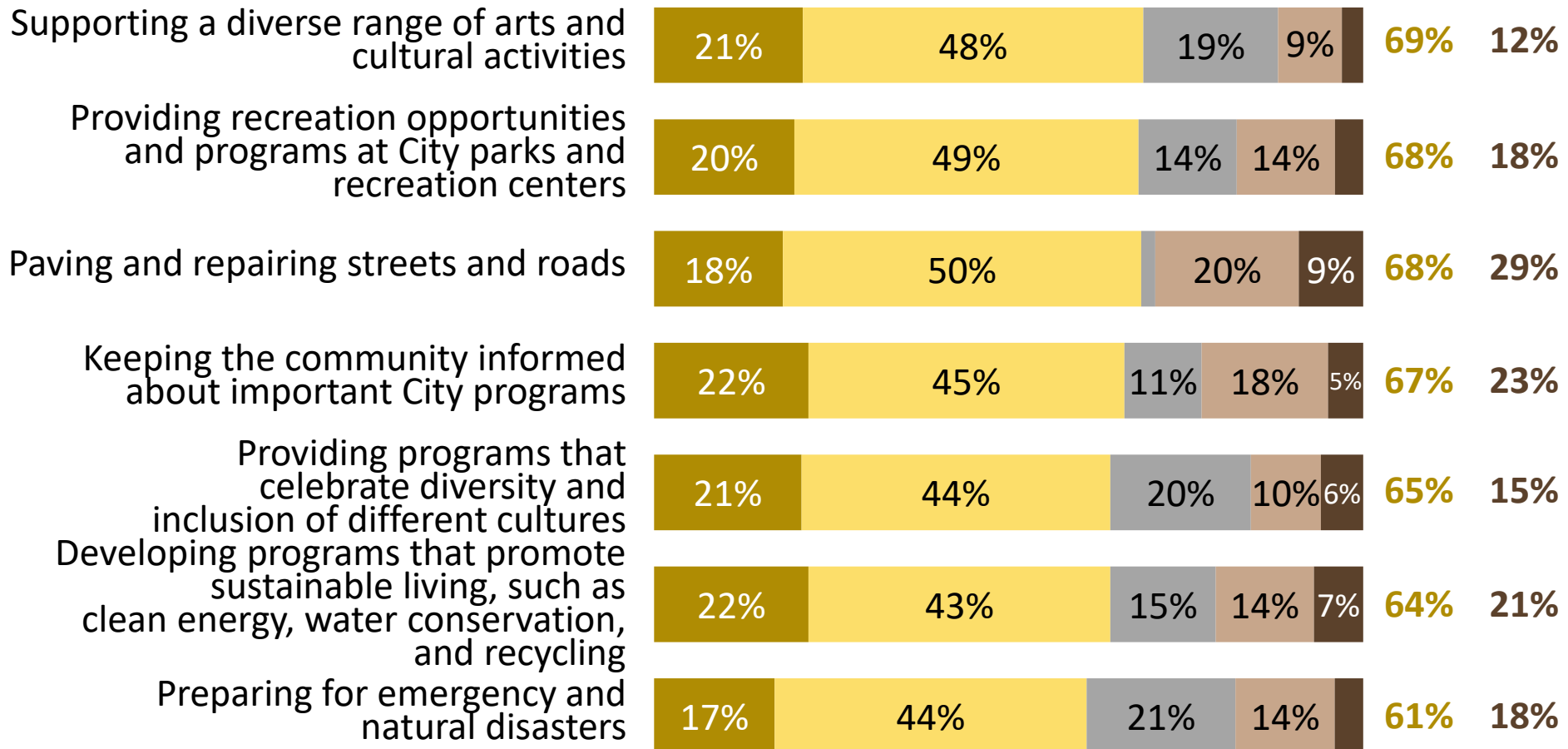
# Three-quarters or more are satisfied with police protection, 911 response, traffic enforcement, and park maintenance.

■ Very Sat.
■ Smwt. Sat.
■ No Opin./Don't Know
■ Smwt. Dissat.
■ Very Dissat.
**Total Sat.**
**Total Dissat.**



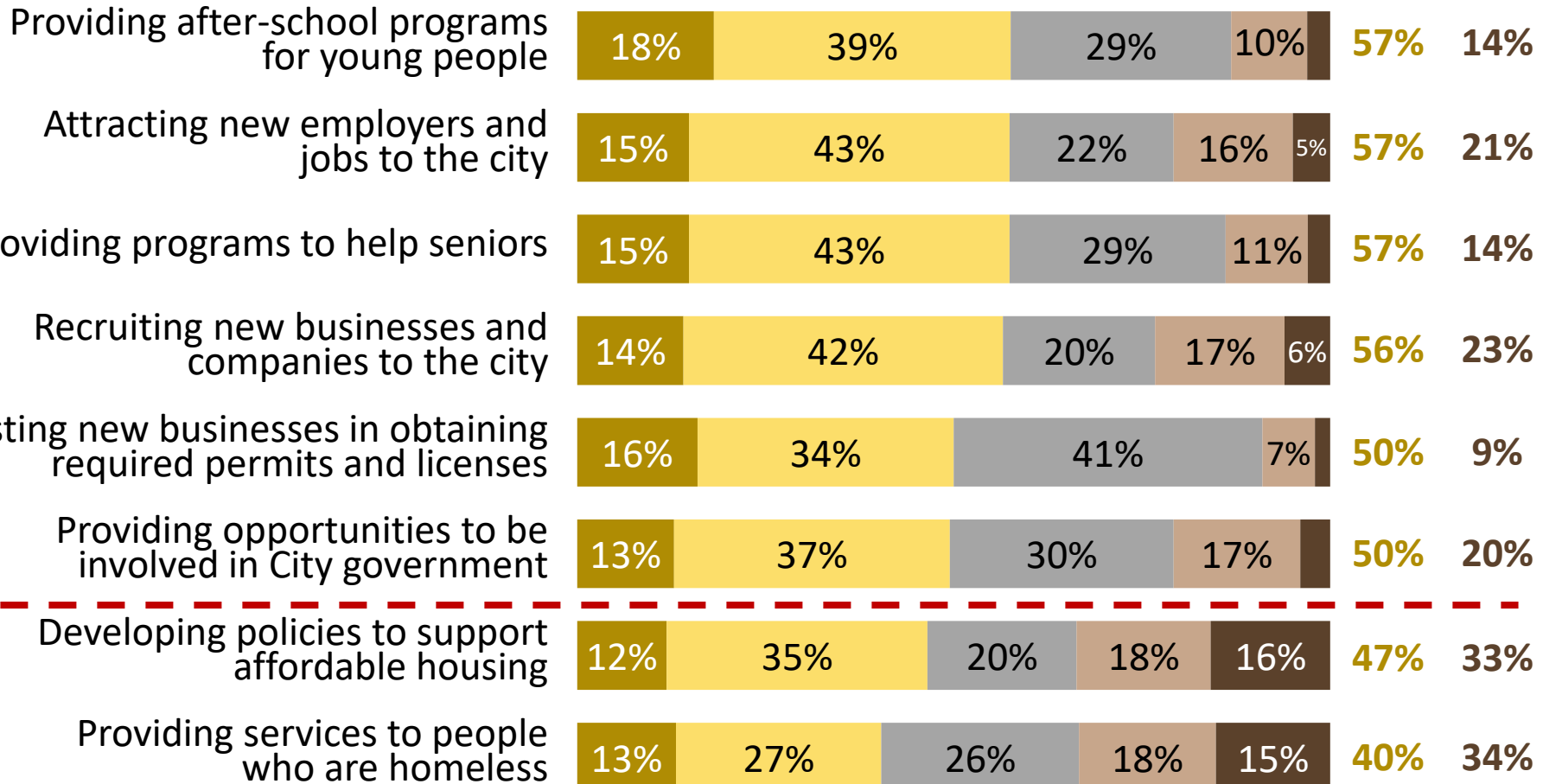
# Satisfaction is broad, though less intense, for recreation, street repair, and disaster prep.

■ Very Sat. ■ Smwt. Sat. ■ No Opin./Don't Know ■ Smwt. Dissat. ■ Very Dissat.
Total Sat. Total Dissat.



# One-third are dissatisfied with policies and services for homelessness and housing.

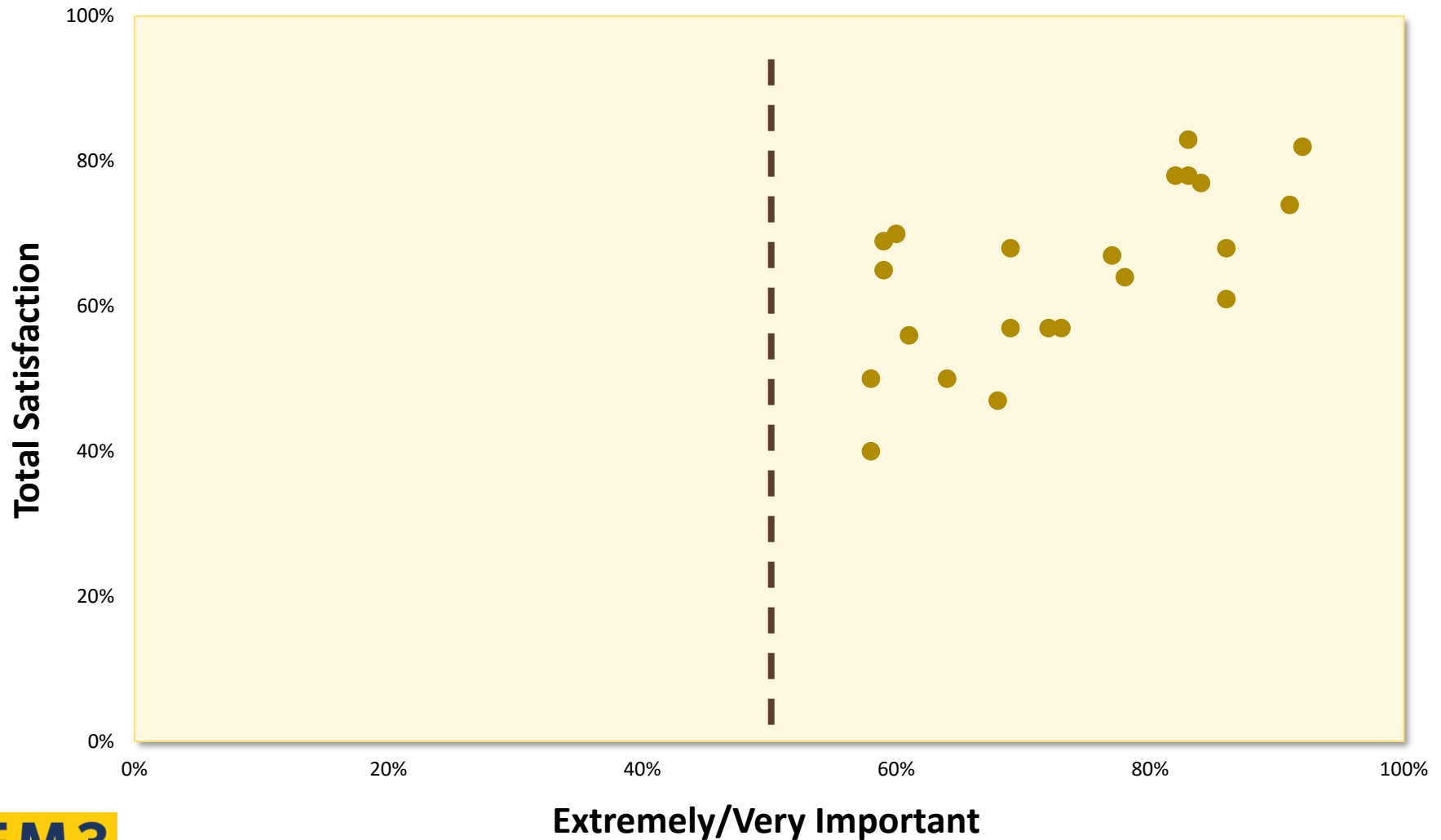
■ Very Sat. ■ Smwt. Sat. ■ No Opin./Don't Know ■ Smwt. Dissat. ■ Very Dissat.
Total Sat. Total Dissat.



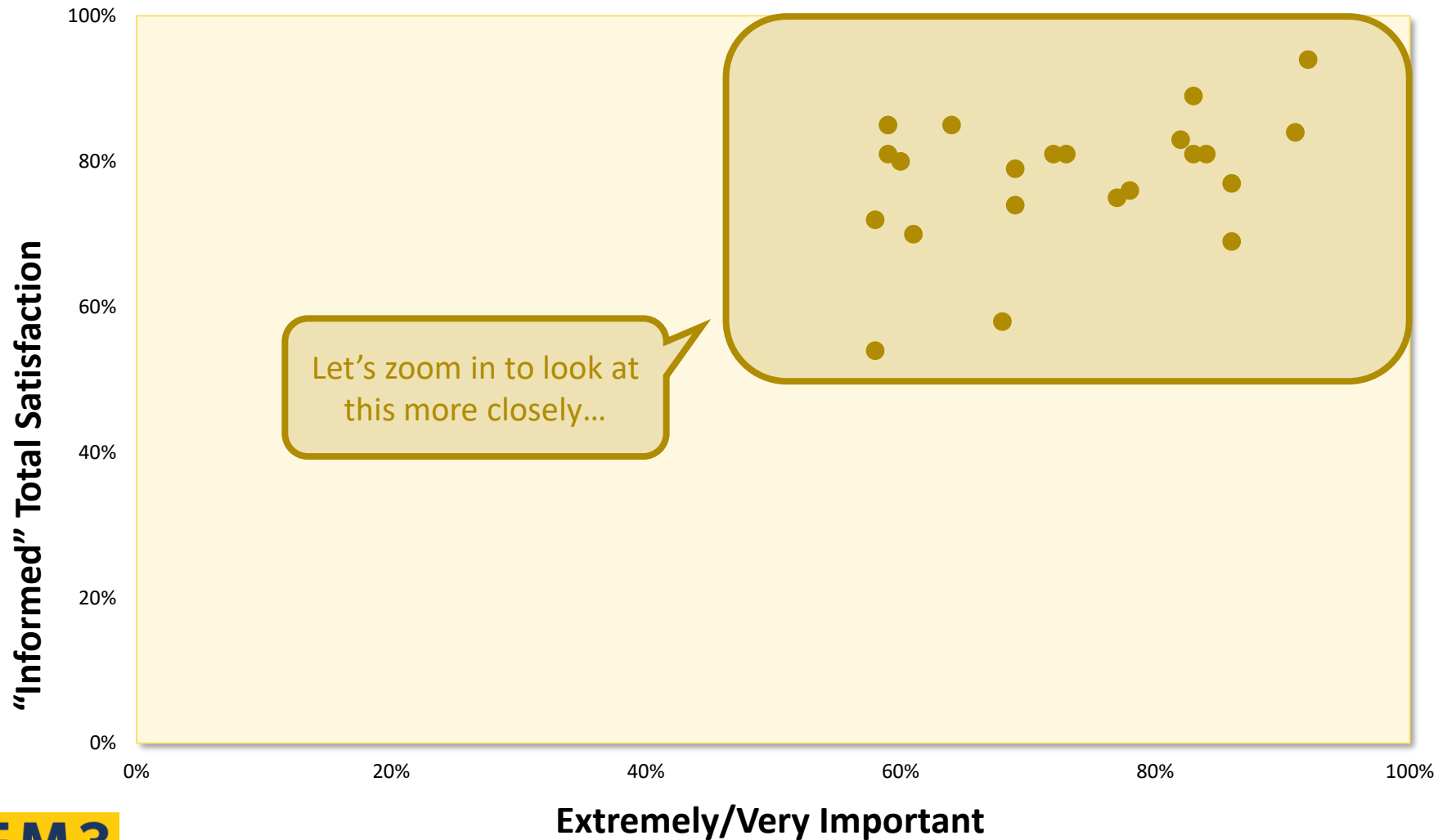


It can be informative for planning and budgeting purposes to combine the importance and satisfaction ratings to see if there are any relative mismatches between importance and satisfaction.

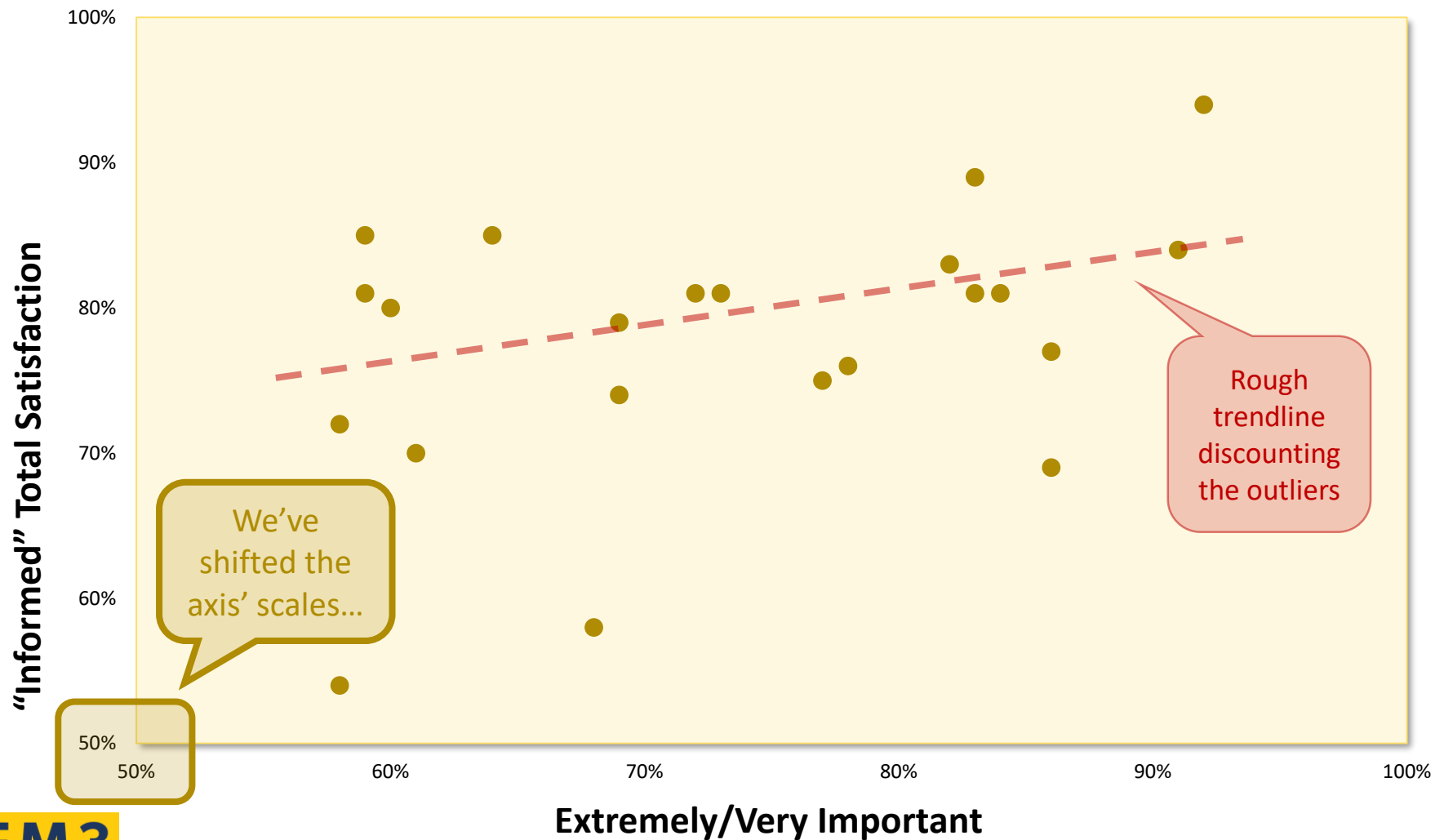
**Nearly all services are generally important, but given unfamiliarity with many, some satisfaction levels appear somewhat low.**



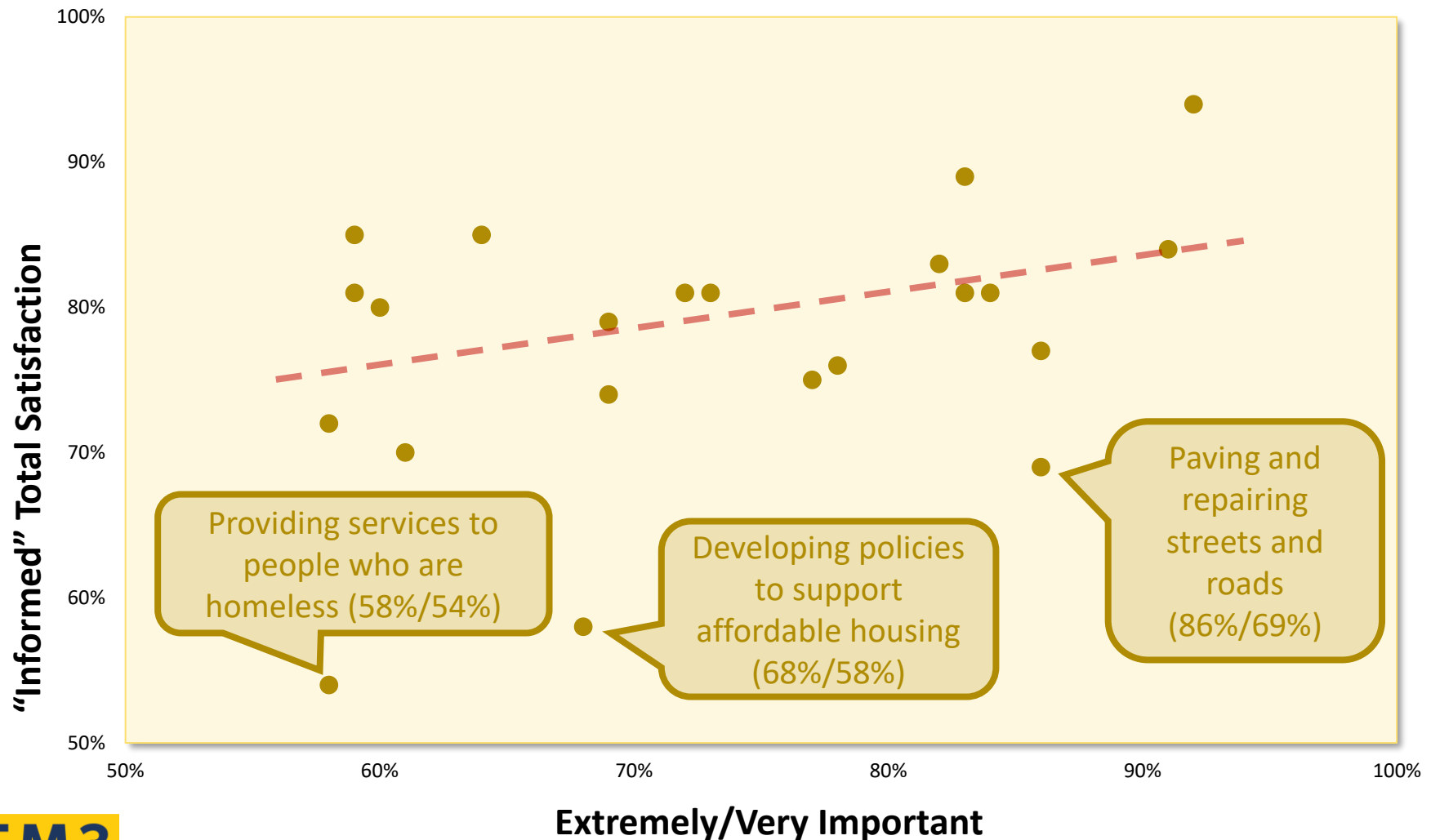
# Removing the “don’t knows” from the satisfaction ratings to create “informed” satisfaction ratings creates a cluster of services in the upper right...



...and now it is a bit easier to zoom in and see if there are any outliers.

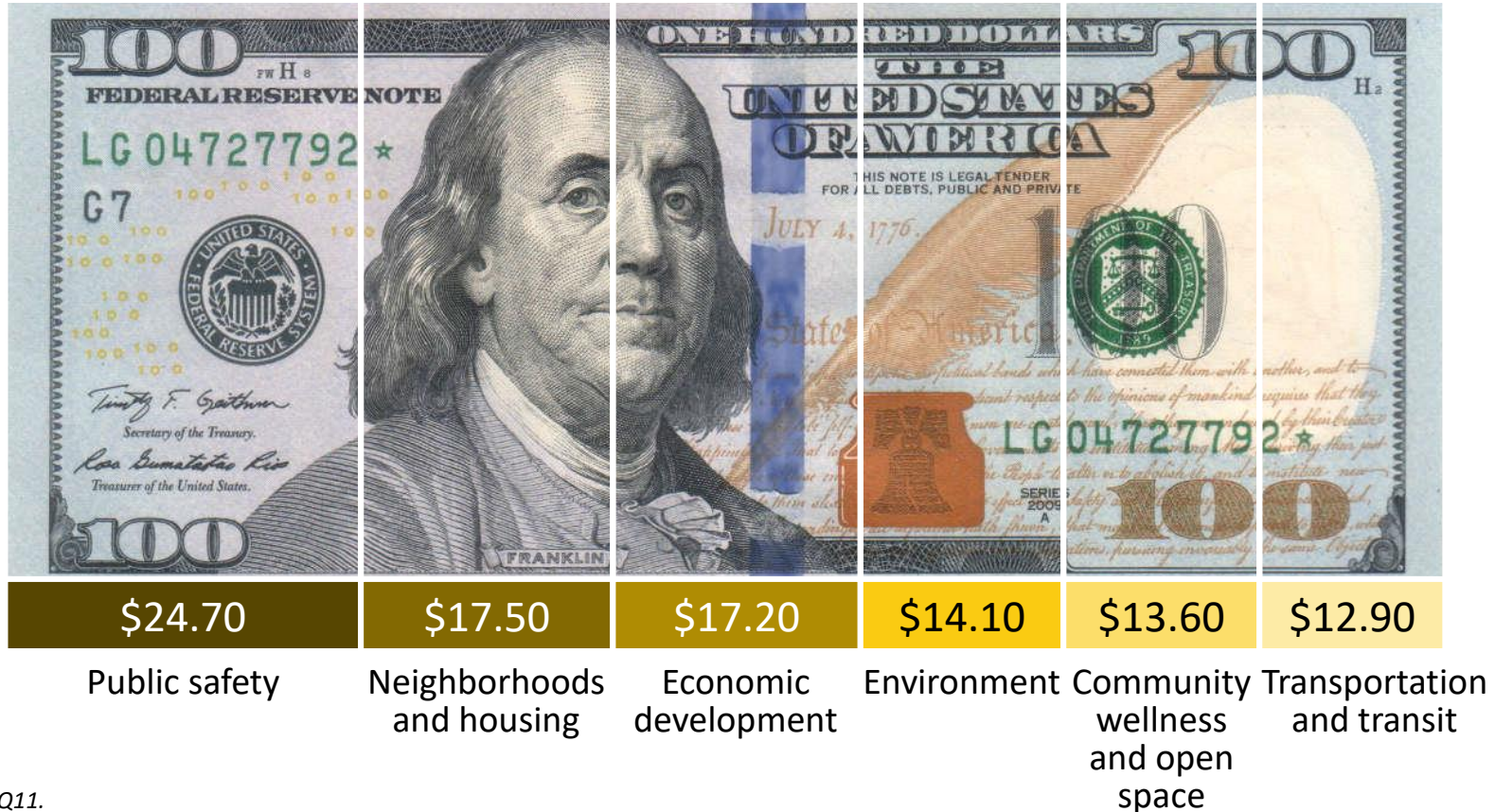


# Homeless services and affordable housing policies, and to a lesser extent street repairs, are services where importance outpaces satisfaction levels.



# Given a hypothetical \$100 budget, residents would prioritize public safety with nearly one-quarter of their funds.

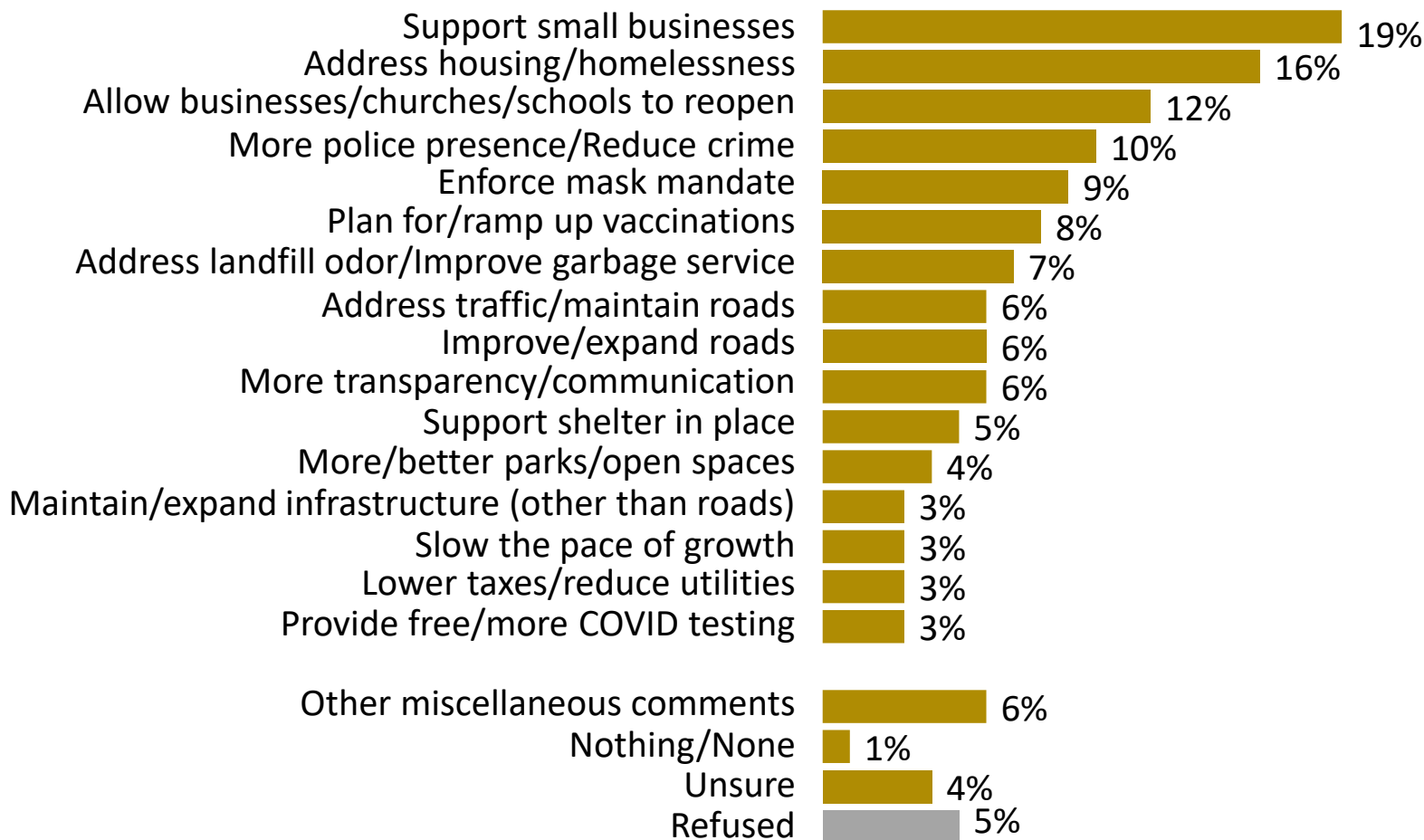
*I am going to ask you to imagine you are in charge of Milpitas' City budget. The City is currently facing a fiscal crisis due to the pandemic. With significantly reduced revenue, the City needs to prioritize funding various services. For this exercise, assume you have \$100 to spend on 6 priority areas. Please tell me how many dollars out of 100 you would spend on each one, keeping in mind that the total must add up to \$100.*



# Residents' highest priorities for the City's pandemic recovery had to do with the economy.

*In a few words of your own, what would you like to see the city of Milpitas do as we recover from the coronavirus pandemic?*

*(Open-Ended; Responses 3% and Above Shown)*



# Verbatim Responses on Coronavirus Priorities

*Lower local sales tax/property tax/rent since many families' incomes were affected. Reopen SAFELY in phases and rollback if there's a spike in cases. Set up accessible free vaccination clinics (like the drive through COVID-19 testing sites).*

*Actually enforce shelter in place. Make sure people are wearing a mask. Have affordable living.*

*Help advocate for the stimulus checks that citizens sorely need.*

*Lockdowns just cripple the economy for small business owners, not big box. Walmart doesn't monitor customers. It's very unfair to hairdressers, gyms and restaurants.*

*Better communication to the citizens of Milpitas of where we are as a whole. People need hope!*

*Children are really suffering. Maybe virtual programs like exercise, painting, read to, how to. Or virtual tours of the different departments since no field trips.*

*I recognize it's hard for just one city to take on the homelessness problem but housing for those affected by the pandemic from Milpitas should be given.*



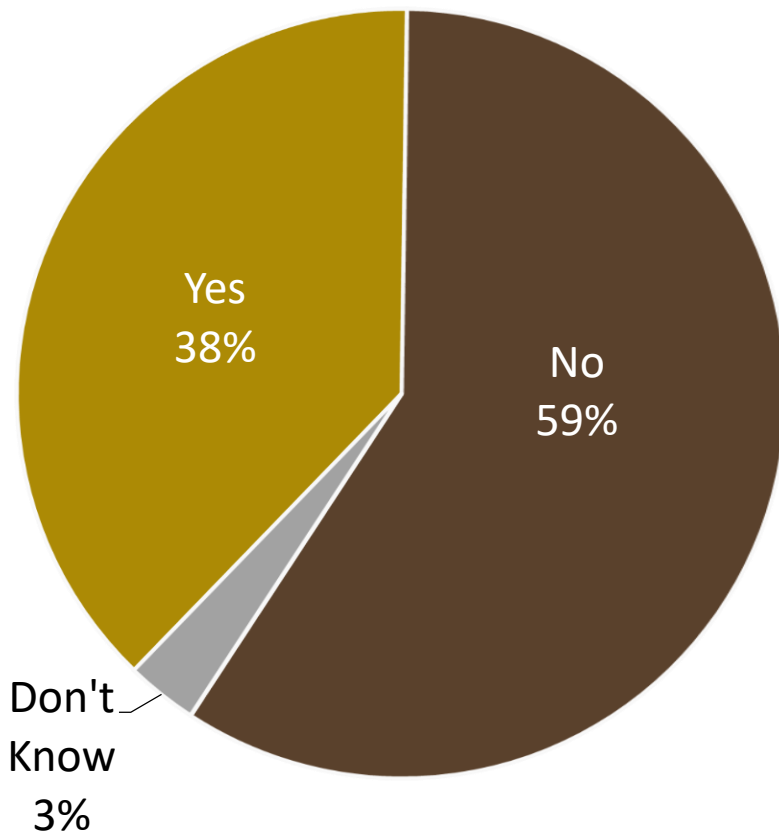


# Interacting with the City



# Nearly two in five residents had contact with a City department or agency in the last 2 years.

*Over the last two years, have you had contact with a City department or agency in person, on the phone, or via email?*



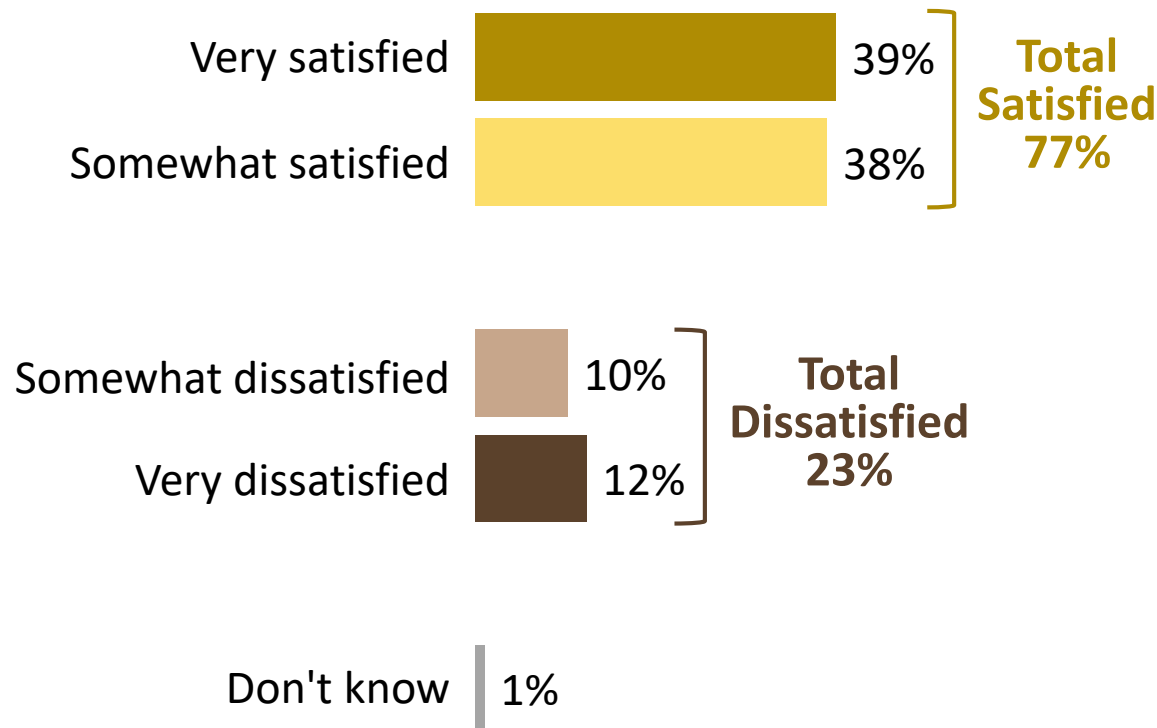
## Those Most Likely to Have Had Contact:

- Ages 75+
- Lived in Milpitas 41+ years
- White residents ages 50+
- HH income \$150K+

# More than three-quarters said they were satisfied with the service they received.

*Would you say that you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the overall level of customer service you received?*

*(Asked Only of Those with Contact, N=301)*



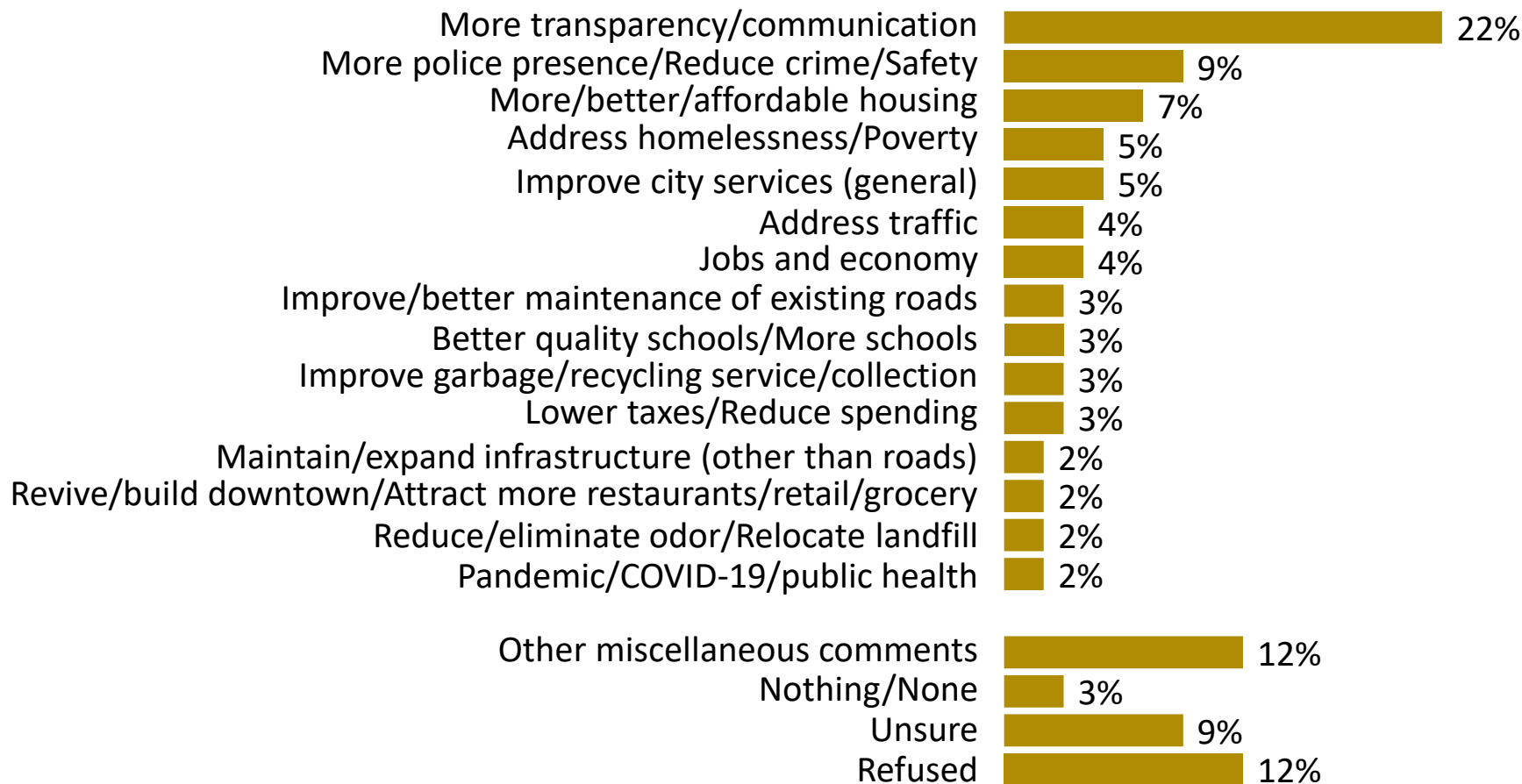
## Those More Likely to Have Been Dissatisfied:

- White men
- White residents under 50
- Filipinos
- Those without a college education
- Ages 30-39

# Residents wanted a variety of improvements; one in five mentioned more communication.

*In your opinion, what is the most important thing the City of Milpitas can do to improve City services for the people who live and/or work in Milpitas?*

*(Open-Ended; Responses 2% and Above Shown)*



# Verbatim Responses on Important Priorities

*Working towards reducing traffic strain on West Calaveras, entering 237/880.*

*Prompt response to citizen requests (for example it took 3+ months for a street light bulb to be replaced).*

*Try to keep everything open by enforcing safe practices.*

*Plan better. Too many new houses, but not enough new grocery stores, schools, medical services, etc.*

*Personal contact, the computer is little help with no understanding of individual problems.*

*Smell from dump site.*

*Need to make city lively. City looks very dull while it is more expensive than Fremont.*

*More after school programs for kids who have working parents that need day care. More shelters for the homeless. More low-cost meal programs for the very low-income families.*

*Put out information for what they provide and accessibility.*

*Listen to constituents.*





# Conclusions



# Big Picture Takeaways

- ✓ Perceptions of life in Milpitas are generally positive and consistent with 2020.
- ✓ Large majorities continue to be proud City residents, view the City as welcoming, think it's a welcoming place and a great place to raise a family, among other positive attributes.
- ✓ However, opinions are more mixed as to whether the City is “exciting” and a majority doesn't feel the City is “affordable.”
- ✓ The share who believes the City is growing “too fast” has fallen steadily since 2019.
- ✓ On a variety of factors, residents also feel marginally safer than they did in 2020.

# Impressions of City Government

- ✓ Views of City government continue to be positive, though the proportion of residents “approving” of City government overall has declined, slightly.
- ✓ However, 65% trust the City’s plan for Milpitas’ future, impressions of the City Council are basically static, and 74% approve of the City’s response to the pandemic.
- ✓ On specific City services, satisfaction levels have nudged downward on many items. Provision of homeless services is a key place of erosion.
- ✓ Police, 911 response and infrastructure continue to rate as residents’ top priorities.
- ✓ Residents’ allocation of \$100 to the budget suggests three different tiers of priorities, though the differences are minor. Tier one is public safety; tier two is economic development and neighborhoods/housing; and the others are in tier three. Preferences vary a bit by age and race/ethnicity.



# For more information, contact:



OPINION  
RESEARCH  
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**Miranda Everitt**

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A photograph of the City of Milpitas building at dusk. The building is a modern, curved structure with a light-colored stone or concrete facade and large glass windows. The interior lights are on, and the building is reflected in the glass. In the foreground, there is a fountain with several water jets spraying upwards. The sky is dark, and some trees are visible on the left side.

# City of Milpitas

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